

across the sky



Photo by Bachrach, Inc.

... of familiar things, new names rise in every generation. Du Mont is such a name
... destined to take its place in public regard beside those of Bell, Edison and Marconi. By his commercial development of the cathode-ray tube, Dr. Allen B. Du Mont created the key to our Electronic Age. By giving television its first *clear* pictures, he made possible its commercial development. With his brilliant staff, he has pioneered every phase of television from the world's largest direct-view tube-screens to designing, building and programming the world's largest television studios, and developing the Du Mont Television network.

For more than 15 years the name Du Mont has led the advance in precision electronics, radar and television. Du Mont's rich experience, highly skilled technicians, plus advantageous patents, assure incomparable sight-and-sound reception in Du Mont Telesets. They are built to an ideal, never to a price; built to satisfy the most exacting taste. Watch the name of Du Mont; it means First with the Finest in Television!